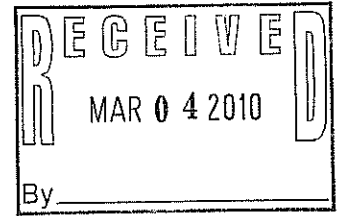


Grant # 08-VII-04

Salmon Valley Chamber of Commerce

Final Narrative Report

February 23, 2010



#### Element #1 – Guest Guide

The SVCC began updating our Guest Guide but it became apparent that we could not afford to send out the media packets that we had been sending out. Additionally, it seems that this mode of contacting prospective tourist was outdated. The SVCC began exploring new ways to approach tourism and decided to use our old guest guides while working out the new plan. Therefore, most of these funds were spent on updating our website.

We will be using a Guest Guide in the future but we would like to make it less expensive to mail and coordinate with the new image we are coming up with.

#### Element #2 – Website

The SVCC is rethinking the way we advertise and promote tourism in Salmon Idaho. We need our website to be on the cutting edge and give us the cutting edge. To that end we have worked with Evolution Consulting to redesign our media packet and make our website work in conjunction with many other forms of media.

What was accomplished? This year we have updated our website, cleaned it up so it is more user friendly and more interactive.

How did it promote travel in Idaho? Our website lets visitors get a "glimpse" of our community and directs them to things that are happening here. It lets them know how to get here and where to stay when they are here.

Statistics: In the past we have not been able (through lack of knowledge) to tack our successes or failures. We are now putting into place Google Analytics and in the future be able to track website traffic.

### Element #3 – Marketing

SVCC put ads in Sunset Magazine, Runners World and Motorcycle USA. The Sunset Ad generated many leads which we diligently followed up on. The SVCC also sponsored and administrated the Salmon Marathon and that was the reason we advertised in Runners World. The Salmon Marathon brought 215 runners to Salmon, filling the hotels, bars and restaurants. It was a great event, really promoted our area and we will be doing it again in 2010. Our full page ad in Motorcycle USA was designed to attract more motorcycle enthusiasts to our community. The SVCC has seen a small rise in vacation packet request.

These methods of marketing have promoted travel in Idaho.

Statistics: In the past we have not been able (through lack of knowledge) to tack our successes or failures. We are now putting into place Google Analytics and in the future be able to track website traffic.

Improvement: From here on out we are able to track our promotions and will use that data to determine future projects.

### Summary:

As Grant Administrator, former president and current Stetson Club board member of the Salmon Valley Chamber of Commerce, I have been very excited about the direction the organization is going. The SVCC has not been good at tracking individual elements but if you look at our bed tax numbers we are definitely going in the right direction. It has been a steep learning curve for me as I have no experience in this field but I finally have my feet on the ground and feel like the SVCC can really head out and go forward. This grant is our lifeline to that end and if we can do better please let us know how. We surely appreciate the comments and input.

## NARRATIVE PROGRESS REPORT

Date Submitted: Feb 23, 2010 Date Reviewed by ICL staff and sent to ITC Rep:

Grant Organization: Salmon Valley Chamber of Commerce Grant # 08-V11-04

Check one: Interim

☒ Final

Report Period: From Sept 31 to Dec 31

(See Attachment A of Grant Contract for Dates)

Grant Manager:

Ellen Deutchman

Phone: 208.756.1615

Address: 34 Pepper Lane  
Salmon, ID 83467

In the space below or on an attached sheet, answer the following questions for EACH element in your scope of work.

Interim - All of these questions should be answered for EACH project in all reports except the final report. List element by name & element number.

1. Has the element been completed?
2. If the element is in progress:
  - (a) What has been accomplished?
  - (b) What remains to be done?
  - (c) Are there any problems?
3. If the element hasn't been started, why?
4. What benefits have been realized to date? (Include statistical information.)

Final - This is your last report. Answer each question by element and project in your scope of work.

1. What was accomplished?
2. How did it promote travel in Idaho?
3. Provide statistical information and what evaluation technique was used to determine.
4. List any recommendations for project improvement.

See Attached Sheet